



## THE CITY OF SAN DIEGO **MANAGER'S REPORT**

DATE ISSUED: September 11, 2002 REPORT NO. 02-201

ATTENTION: Honorable Mayor and City Council

SUBJECT: Citywide Volunteer Program FY 2002 Annual Report

REFERENCE: Manager's Report No. 01-204 (October 3, 2001)

### SUMMARY

THIS IS AN INFORMATION ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE CITY COUNCIL.

### BACKGROUND

Many City of San Diego departments make extensive use of volunteers in their operations, enabling them to provide programs and services that would not be possible without the help of volunteers. A Citywide Volunteer Program created in 1995 develops citywide volunteer policies, and assists city departments in all aspects of volunteer recruitment and management.

### DISCUSSION

**As shown in the attached table, during FY 2002, 45,480 volunteers contributed 1,063,081 hours of time to City of San Diego departments and programs.** Using the national average value of \$16.05 per hour for volunteer time, provided by the Independent Sector, **the total value of this volunteer time to the City of San Diego is estimated to be \$17,062,450.**

The number of volunteers working for the City increased by over 12,000 from FY 2001, although the total number of volunteer hours worked decreased by more than 10,000 hours. This continuing trend reflects San Diegan's remarkable willingness to volunteer, but increasingly busy lives that inhibit long term volunteer commitments. It also reflects an increased use of large groups as one time or occasional volunteers by City departments to accomplish many necessary maintenance projects such as litter control, trail construction, vegetation planting or removal, painting, etc.

## Volunteer Recruitment

This year, the Citywide Volunteer Program assisted city departments in volunteer recruitment through: the development and distribution of over 9,000 *Volunteer Opportunities* brochures; the City of San Diego *Volunteer Program Web Page*, which has shown an increase in visits of 47% over FY 2001; the City's *Just Call phone system*; and the Volunteer Program's *Volunteer Information Line*. Volunteer Program staff also participate in many special events to recruit volunteers.

## Volunteer Manager Support and Training

Increasing city staff volunteer management skills results in improved volunteer satisfaction and retention. The Citywide Volunteer Program works with volunteer managers and supervisors in all city departments to build and support volunteer programs, and makes volunteer management training available periodically to all volunteer managers. The Citywide Volunteer Program has just completed an update of the City of San Diego Volunteer Manager's Manual, which provides citywide policies and procedures for volunteer recruitment, training, and recognition. Training with be offered to all department volunteer managers based on the updated manual.

## Volunteer Recognition

Volunteer recognition and rewards are important in retaining volunteers. Several events over the last year honored and rewarded city volunteers. This year, as in the previous four years, the City Council honored city volunteers by declaring the month of April 2002 "City of San Diego Volunteer Month," which coincided with National Volunteer Week. Additionally, many city departments hold their volunteer recognition lunch or dinner events during April.

This year, as in the past four years, the Citywide Volunteer Program, in partnership with Volunteer San Diego and the Central Balboa Park Association, was able to arrange for the donation of 5,000 free passes to Balboa Park museums, the Zoo, and other local attractions. These passes were distributed to City of San Diego volunteers, as well as to Volunteer San Diego volunteers. Additionally, the Padres and Kobey's Swap Meet each donated 3,000 tickets and passes for City volunteers this year as they did last year.

Respectfully submitted,

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Ann Hix, Program Manger  
Special Projects/Volunteer Program

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Approved: Bruce Herring  
Deputy City Manager

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Attachment: [Fiscal Year Summary of Department Volunteer Programs](#)